

<<THINK ASEAN! 亚洲营销反思>>

图书基本信息

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内容概要

Think ASEAN! explores how companies should think of ASEAN as one borderless market that requires different marketing strategies to capture. It offers fresh perspectives to marketers all over the region on the upcoming trends of regionalization that can cause significant changes in future marketing activities. It argues that ASEAN marketers should not only be concerned about their local or global but also their regional marketing activities. The book contains three parts. Part I describes the landscape of ASEAN and explains clearly why ASEAN marketing is needed. Parts II and III discuss companies that have been very successful in implementing ASEAN Marketing. Part II looks at short cases of companies to explore their core marketing strategies; these companies include Bengawan Solo (Singapore), Dji Sam Soe (Indonesia), Goldilocks (the Philippines), Royal Selangor (Malaysia), Black Canyon (Thailand) and Number One Tonic Drink (Vietnam). Part III contains more comprehensive cases of selected companies including AirAsia and Yamaha.

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